

THE GOODS AND STRUCTURE OF THE MARKETS OF SZEGED

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Szeged, as the largest town in the southern part of the Great Hungarian Plain and as headquarters of Csongrád county exerts a very strong influence not only on its immediate surroundings /Szeged district and settlements of Csongrád county/ but following from its regional functions also on settlements in Bács-Kiskun and Békés counties. /The eastern parts of Bács-Kiskun county and the western parts of Békés county have active connections with it./

The attraction of the daily markets of Szeged is, because of their more advantageous possibilities of realization, very powerful. Consequently the radius of its supply area is large, although part of it has to be regarded only as an occasional supply area in the following called remoted outlying area. In this connection the term "occasional" means not only seasonality of the marketed supply of goods but also changes in the goods, i.e. one or the other settlement brings up once this, once that kind of commodity from this subsidiary supply zone. A stable, constant supplier in this area is only Makó with its neighborhood which is an important onion, garlic, spice root, and carrot supplier of Szeged.

The basis of our analysis is the survey we made in the markets of Szeged on saturday, 19, wednesday 23, and saturday 26 October, 1968. The period chosen can be said to have been very felicitous because it coincided with the closing of the agricultural season, harvest time. Of course this survey still could not give a complete cross-section of the supply of goods but of the lasting products serving for winter supply partly yes, because these products were marketed in larger quantities just at this time, while other, constant market goods /lowers, milk, curd, etc./ were represented in average quantities.

In the course of the survey we got a true picture of the territorial distribution of the production of goods because at this time fruits and greens fit for winter storing as well as different kinds of fodder were marketed in large amounts. These latter were sold in larger amounts under the influence of the beginning of the fattening of hogs.

The survey was well-timed also because we could thus get fairly exact information about the territorial origin and amounts of the goods produced in the previous season /summer/.

Since among the different kinds of circulation of goods the attraction of the center is best reflected by the free market form, of the many components of goods supply we selected only this for our study. Perhaps it is not necessary to say that in our survey we could not aim at completeness even in spite of the reflection of facts and realities, for in the survey we intentionally did not take into account the purchases by factories /on contractual basis/ or the MEZŐKER. Trading Company for Agricultural Products, which, on account of their peculiar lines, de-

pend on national centers or export and are relatively independent of local centers.

The role of the free market in the food supply of the population in our towns is still important enough. According to the surveys of 1962 the free markets of Szeged contributed 10,8 % to satisfying the demands of the population in this respect, and this ratio did not change essentially despite a yearly variation of 1-2 %.

We must make it clear that the shop supply is much more important in spite of the not inconsiderable role of the free market. It seems that our undertaking was not fruitless, because we have achieved our aim which was to investigate the degree of participation of the settlements in the supply of the town of Szeged and the territorial distribution of production. Thus we got to know the origin of the free market goods, that is, the structure of production.

The ratio of the categories of goods from the various sectors on the basis of the Forint value of the goods brought /daily/ to the free markets of Szeged

The marketed volume of goods on 3 market days was calculated /for each kind/ with the average market prices that is, the amount of the marketed goods was reckoned over into Ft value.

The marketed goods were classed in 13 groups. They are shown in Table 1.

1. At the time of our survey among the products brought to the /daily/ markets of Szeged greens were at the top with 21 % /119,608 Ft/ then came poultry and grapes and other fruits

with a round 20 % each /117,252 Ft/ that is, a value of 112,139 Ft/. The share of potatoes was also considerable /100,442 Ft/ the explanation of which was the period of buying the winter supplies. At this time a considerable percentage of the market buyers buy potato supply in one lot. Essentially the same is the explanation of the high ratio of the fodders /52,659 Ft/, because the people living in houses with gardens in the outer zone of the suburbs but working in the industry also keep hogs. /They buy the fodder necessary for fattening in half-monthly lots./

There was a considerable amount of flowers /15,053 Ft/ dairy products /15,029 Ft/ and eggs, /14,198 Ft/ although they did not even come near to the value of the former.

Evaluating the amounts of the different goods in the market we can see the following:

2/ Of the goods marketed greens are at the top. They account for 21,1 % of the total amount marketed on each market day, 29 % of this came from the outskirts of Szeged 29 % from districts outside the city area, 26 % from the inner area, 9 % from the outer area and 7 % from the agglomeration zone.

The considerable volume of the production of fresh greens in Szeged is explained by the fact that the cooperatives, gardening enterprises, household farmers and small gardeners have organized their production for satisfying the daily market demands of the population. Today the town of Szeged is a rival of the traditionally greens-growing town of Makó and its environs in the daily marketing of goods but it /Szeged/ surpasses also

the other wise important inner, greens-growing area in respect of the volume of marketed goods.

In Szeged and its vicinity for instance the cooperatives grew greens /together with spice paprika/ on 1768 cadastral acres as against the year 1963 when only about 1000 cadastral acres served this purpose. The growth in 5 years was more than 700 cadastral acres.

3/ The value of grapes and other fruits marketed constitutes 19,8 % of the total value of the supply of one market day, that is, it does not remain much behind that of the greens.

However, there are fundamental differences in the territorial distribution of the market supply. While the town of Szeged and its remoter outlying areas contribute in an equal proportion to the market supply of greens, the 68 % proportion of the supply of grapes and other fruits brings into relief the importance of the inner zone. The town of Szeged with its 20 % contribution does not even reach one third of the amount of marketed goods of the inner zone.

The large amount of grape and fruit supply at the inner zone is due partly to the fact that the distance and transport facilities of the buyers market is favorable, partly to the fact that this area is the largest grape and fruit-growing district of Csongrád county and its physical geographical conditions are very favorable to this, and there are good old traditions of cultivation.

4/ Among the marketed goods living poultry takes an understandably prominent place. Poultry consumption shows a growing tendency all over the world. In our country it was only in the

sixties that fundamental changes were made in the forms and volume of wholesale raising. Csongrád county's poultry-raising is now one of the most rapidly developing industries. In Szentes a provender plant and a poultry processing factory have been established and this latter satisfies the demands and works up the surplus of Csongrád county. A part of its products are exported. A part of the town population of Csongrád county are poultry raisers themselves, but the large majority are, of course, consumers.

Szeged's demand for living poultry is such a force of attraction that the raisers take their stock to its market willingly even from the remoter outlying areas. On the days of survey the largest amounts of poultry /50 %/ arrived from here. In this category of commodity the contribution of Szeged is 20 %, that of the inner zone 16 %. This seems to suggest that the leading place of the outlying areas is not quite stable, not constant.

The large supply is explained by the fact that living poultry can be shipped to greater distances too without any major loss. Further it is explained by the fact that living poultry is a saleable commodity much in demand of which the market price margin is at least 20 %, that is in comparison with most of the market goods it is the highest per kg.

5/ On the basis of its contribution to the total value of the marketed goods potato stands in the fourth place with 17,8 %. Since potato is a mass consumption article, it is a constant good in the markets. Large amounts of it are brought to market from the districts especially on market days in late summer and in the fall. The inner zone and Szeged contribute to the potato supply of the market 39 % each.

So their leading position is indisputable. The advance of Szeged is explained by the potato dumping of the cooperatives. The 10 and 11 % contribution of the outer and remoter outlying areas respectively is conditioned by the great distance of haulage. This is so because transportation of large masses of goods /potato/ to great distances is, on account of the minimal profit ratio between the purchase price and the market price not profitable. The 3 % achievement of the agglomeration zone is also understandable, for the potato grown here is used for the producers own consumption.

6/ Fodders account for 9,3 % of the total value of goods marketed. Forty per cent of this was brought from the inner zone, 26 % from Szeged, and 23 % from the remoter outlying area. The outer zone contributed 8 %, and the agglomeration zone 3 %. The high percentile contribution of Szeged is explained, as in the case of potato, by the sale of the share of the fodder crop of cooperative members.

7/ The 2,7 % contribution of Szeged to the total of marketed flowers brings the large town character of Szeged into relief. Flower consumption is directly proportional to the degree of town character or to the size of the town. /This is so because the people of the smaller settlements have an opportunity to grow flowers around their homes./ Of course, flower growing is cultivated always in the innermost parts of the zones around the town, because the fresher the flowers come to the market the more favorable may be their purchase price. In the case of Szeged we find the following facts:

80 % of the value of the flowers brought to the market comes from Szeged, 18 % from the agglomeration zone, and 1 % from the inner area, while 1 % comes from the outer area and the remoter outlying area.

8/ Eggs and dairy products represent approximately equal shares in the total market supply, the share of eggs being 2,5 that of the dairy products 2,7 %.

For both of these products the main supplier is the inner zone because 51 % of the eggs, 69 % of the milk and dairy products come to the markets of Szeged from this area. In respect of the egg supply the remoter outlying area is second with 21 %, the outer zone and Szeged are third and fourth with 11 % each, while the agglomeration zone is fifth with 6 %.

In respect of the supply of dairy products Szeged is second with 19 %, the remoter outlying area is third while the supply from the outer zone and the agglomeration zone is unimportant.

The percentile market supply values per 1000 persons and 100 cad. acres of the different settlements and their distribution according to the kinds of goods are characteristic of the villages of each zone.

Fig. shows these differences. At the same time the cartogram does not show the differences between the values of the marketed by the different villages: so, for instance, certain settlements like Tiszasziget, Csanádpalota, Csengele, etc., fall into categories which are realistic only on the basis of the inner structure of the market supply of the villages.

The zones of the /daily/ free markets of Szeged
and the structure of their goods supply

Besides Szeged's own internal supply its /daily/ markets are supplied with goods from four other areas. Fig. 2.

The average value per market day of the total supply brought to market on market day was 564.702 Ft; 37 % of this came from the so-called inner zone, 28 % from the vicinity of Szeged, 22 % from the remoter outlying area, the so-called scattered market areas, 8 % from the outer zone, and 5 % from the agglomeration zone.

The most important supplier of the daily markets of Szeged is, on the basis of percentile contribution, the inner zone. It takes absolutely first place in fruit, grape, milk, dairy goods, egg, fodder, bread crop and live animal supply. In the potato supply it shares the first place with Szeged although surpasses it with a 1000 Ft value of goods. In respect of the supply of animal or vegetable products as well as other commodities it is second after Szeged. It holds the third place in regard of the supply of several products such as live poultry, greens, flower and sunflower seeds.

The value of the average market supply of the inner zone /on one market day/ is 210.360 Ft. Owing to its inner structure of goods it brings the largest amounts of grapes and fruit to the markets of Szeged. These represent 36 % of the amount of goods on the market. After them come potatoes with 18 % and greens with 14,5 %. Fodders come in the fourth place with 10 %.

This zone is, on the basis of its supply of goods, the fruit, grape, potato, greens, and fodder supplier of Szeged. This character of it is completed with its supply of live poultry /8,5 %/ and dairy products /5 %/.

The leading position of the inner zone in the supply of the markets of Szeged is due various factors:

1/ its distance from Szeged is favorable; even its remotest village is not farther away than 25 km and so the town can be reached from it in one or one and a half hours even with slowest conveyance /horse carriage/;

2/ all of its villages are connected with Szeged by highways /from some settlements the market can be reached by narrow-gauge railway/;

3/ the distribution of the population according to professions is favorable. A relatively great number of the population are peasants by profession and their decrease in number is slower than in the agglomeration zone.

According to its supply of 156.453 Ft in value Szeged holds the second place among the zones.

Within its own supply potatoes are at the top with 24 %, then come greens with 21 %. On account of its large amounts poultry is the third in order; then come grapes and fruits, fodders and flowers. The flower demand of the markets of Szeged is nearly exclusively satisfied by Szeged itself. Greens also play an important role in the self-supply of the town. Potatoes, poultry, grapes and fruit only after these.

On the basis of the goods brought to the market the town of Szeged can be said to be the supplier of its own markets of greens, flowers, potatoes, poultry, grapes and other fruits.

In comparison with the other areas the town of Szeged takes second place in the supply of its own markets with a contribution of 28 % which is natural because it is the agricultural population in the territory and vicinity of the town that feels the demand of the markets best and at the same time their transport facilities and distances are the most favorable.

The town ensures itself a leading position among the areas in respect of the products meaning the greatest specialization. So it is absolutely first in the supply of flowers, animal and vegetable products, and various articles of consumption. It shares the first place in greens and potato supply with the remoter outlying area as well as with the inner zone. It is second in the supply of grapes, fruits, poultry, milk and dairy products, fodders and sunflower seeds. It is third in the percentile participation of the areas in supply, namely in the supply of other live animals and eggs.

In the comparison of the supplying zones the agglomeration zone of Szeged falls to the last place in respect of total market supply with a contribution in the value of 26.874 Ft. This zone is, from the point of view of the number of inhabitants the most vigorously growing area of the town, therefore the demands also grow here most rapidly. From this it follows that it cannot contribute to the supply of Szeged with considerable amounts of most products. It has second place among the areas only in the supply of flowers and animals other than poultry.

It figures with greens in the supply of the markets of Szeged with 33 %, then comes the supply of poultry with 26 %, potatoes with 12,5 and flowers with 10 %.

The position of the agglomeration zone in the supply of Szeged is, determined by the following facts:

1/ The so-called agglomeration zone of Szeged has grown to Szeged relatively rapidly, in the last 10 years. During this time its population has grown and has been reorganized more rapidly than that of the town itself.

A large part of its population has been employed in the industry and as such appeared as a new layer of buyers. Thus a large part of the earlier surplus products are bought up locally.

2/ The special structural change in agriculture has not been able to keep pace with the rapid transformation /growth and reorganization of the population, rapid growth of the number of those employed in industry/; therefore it has fallen behind in its accomodation to the more favorable market conditions.

Of course not all settlements of the agglomeration zone have developed at the same rate, There are therefore rather considerable differences between them.

a/ Kiskundorozsma sends its goods to the markets of Szeged, yet it cannot meet the demand of its own free market. Its internal market supply is scarcely more than 19 %. So 81 % of the goods brought to its market come from immediately neighboring settlements, Kiskundorozsma contributes chiefly live poultry, greens and potatoes to the daily market trade of Szeged.

b/ Algyő had been producing its own Tdaily /supply requirement/ of market goods/ until the opening up of the oil fields near Szeged, but now it cannot satisfy the suddenly increased number of workers. Therefore Algyő also appears in the markets of Szeged as purchaser. It has a surplus only in earlier strongly specialized goods as live poultry, greens, and eggs.

c/ Tápé, Szőreg, Gyálarét are self-suppliers even now for various market products, but for some products they are, like Szeged buyers.

Szőreg is an important flower and green supplier of the market of Szeged but among its goods brought to the market only the fodder crops deserve to be mentioned.

Tápé is important as a poultry and green supplier though its potato supply is not inconsiderable either. It supplies also a substantial amount of eggs.

Gyálarét is first of all a green supplier, but its fruit and egg supply is also important enough.

The percentile contribution of the outer zone /to the daily market supplies Szeged/ is in agreement with its location. It is true that the situation of these settlements from the point of view of transport facilities is really not worse than that of the remotest villages in the inner zone, but in places their physical geographical conditions are more unfavorable. In the case of these villages the sending of supplies to the markets of Szeged is unfavorably influenced also by the diverting

and attractind effect of other markets. Their goods are distributed between different markets.

It follows from their respective distances that the structure of their agriculture feels and follows the indirect effect of the market but slowly. They sell the large amounts of their surplus products at the local purchasing stations. This zone is rather the supplier of purchasing companies and industrial establishments in Szeged. From this it follows that in a comparison of the market-supplying activities of the various areas this zone takes the first place only in the supply of sunflower seeds. In grape, fruit, bread crop, and egg supply it occupies only the third place.

Investigation of the structure of the internal supply is especially important in the case of this zone because its role in supplying the market of Szeged is easier to judge in this way. In the internal structure of its marketed supply this zone has given a large contribution in greens which was 25 % of the total value. The contribution of fruits and grapes was 21 %, that of potatoes 21 %. As a complementary good, poultry is in the fourt place with 14,5 %. Fodders represent 8,5 % and eggs 3,5 %. Regarding its internal structure its marketed its marketed egg supply is larger than that of the other areas. On the basis of the internal structure of the zone we may state that it is the grape, fruit, potato, green, poultry, fodder and egg supplier of Szeged.

The remoter outlying area comprises partly settlements in Bács-Kiskun county /Csólyospálos, Kiskunmajsa/, partly Makó and its neighborhood as well as the district of Kistelek and a few remoter settlements. It is true that generally appear in the markets of Szeged only with one or two kinds of products but

with large quantities. This area holds the third place with a marketed value of 124.776 Ft among the supply zones. It holds the first place in poultry supply. In green it shares the first place with Szeged. It is second in egg supply, while in the supply of fodder, potatoes, dairy products and other vegetable and animal products it holds the third place.

In the internal structure of the area live poultry is at the top with 48,5 %, followed by greens with 27,5 %, fodders with 10 %, and potatoes with 8,5 %.

This area is the poultry, green, fodder and potato supplier of Szeged.

Similarly as in the other areas, here too, various territorial types can be distinguished on the basis of the marketed goods:

a/ Makó and its environs besides supplying their own market appear not only in Szeged with their goods but also in Hódmezővásárhely and Orosháza.

b/ Kiskunmajsa, besides supplying its own market, sends products to Szeged but so does Kiskunhalas too, while Csólyospálos is more attracted by Szeged than by Kiskunmajsa.

c/ Kistelek itself, on account of its large market hardly sends any goods to Szeged; on the other hand, its environs appear with larger amounts of goods at the markets of Szeged.
/Table 2. Fig. 3-4./

Summing up:

On the basis of the daily market supply the following supply zones have developed around Szeged:

- 1/ inner flower, green, poultry, suppling-potatozone
- 2/ intermediate: grape, fruit, green, potato, dairy product, egg-supplying zone
- 3/ transitional: grape, fruit, green, potato, fodder, breadcrop-supplying zone, and
- 4/ outer: green, poultry, egg and fodder-supplying zone.

Figs. 5 and 6.

Figures

Fig. 1. The share of the three leading groups of commodities in the total market supply of the settlements calculated for 1000 persons or 100 cadastral acres of plowland.

Signs

- | | | |
|---|--|--|
| 1. Signs of the group of commodities in the first place | 2. Sign of the group of commodities in the first place | 3. Sign of the group of commodities in the third place |
| 1. greens | 8. greens | a/ greens |
| 2. fruits, grapes | 9. fruits, grapes | b/ fruits, grapes |
| 3. living poultry | 10. living poultry | c/ living poultry |
| 4. potatoes | 11. potatoes | d/ fodders |
| 5. fodders | 12. fodders | e/ eggs |
| 6. eggs | 13. eggs | f/ dairy products |
| 7. flowers | 14. flowers | g/ potatoes |
| | | h/ bread crops |

Fig. 2. Areas of the free markets of Szeged

Signs

1. Szeged
2. agglomeration zone
3. inner zone
4. outer zone
5. remoter outlying zones

Fig. 3. The Ft percentage of the different goods from the various areas in the supply of the free markets of Szeged.

Signs

- | | | |
|---------------------------|-----------------------------|--|
| I. Bread crops | V. Greens | X. Milk and dairy products |
| II. Fodders | VI. Grapes and other fruits | XI. Other living animals |
| III. Potatoes | VII. Flowers | XII. Other animal and vegetable products |
| IV. Oil seeds /sunflower/ | VIII. Living poultry | XIII. Different consumer goods |
| | IX. Eggs | |
| 1. Szeged | 3. inner zone | 5. remoter outlying area |
| 2. agglomeration zone | 4. outer zone | |

Fig. 4. The Ft[%] share of the different commodities in the total supply of the free markets of Szeged.

Signs

- | | | |
|--------------------------|---|-----------------------------|
| 1. Bread crops | 8. living poultry | I. inner zone |
| 2. fodders | 9. eggs | II. outer zone |
| 3. potatoes | 10. dairy product | III. remoter outlying areas |
| 4. oil seeds /Sunflower/ | 11. living animals other than | IV. Szeged |
| 5. greens | 12. other animal and vegetable products | V. agglomeration zone |
| 6. fruits | | |
| 7. flowers | 13. different consumer goods | |

Fig. 5. Ft value per 1.000 persons of the total goods brought to the free markets of Szeged from the different settlements.

Mean values of the different areas:

1. over 5.370 Ft
2. between 5.370 - 2.231 Ft
3. between 2.231 - 1.284 Ft
4. between 1.284 - 996 Ft
5. between 996 - 606 Ft
6. under 606 Ft

Fig. 6. Ft value per 100 cadastral acres of the total of goods brought to the free markets of Szeged from the different settlements.

Mean values of the different areas:

1. over 1.531 Ft
2. between 1.531 - 343 Ft
3. between 343 - 140 Ft
4. between 140 - 106 Ft
5. between 106 - 43 Ft
6. under 43 Ft

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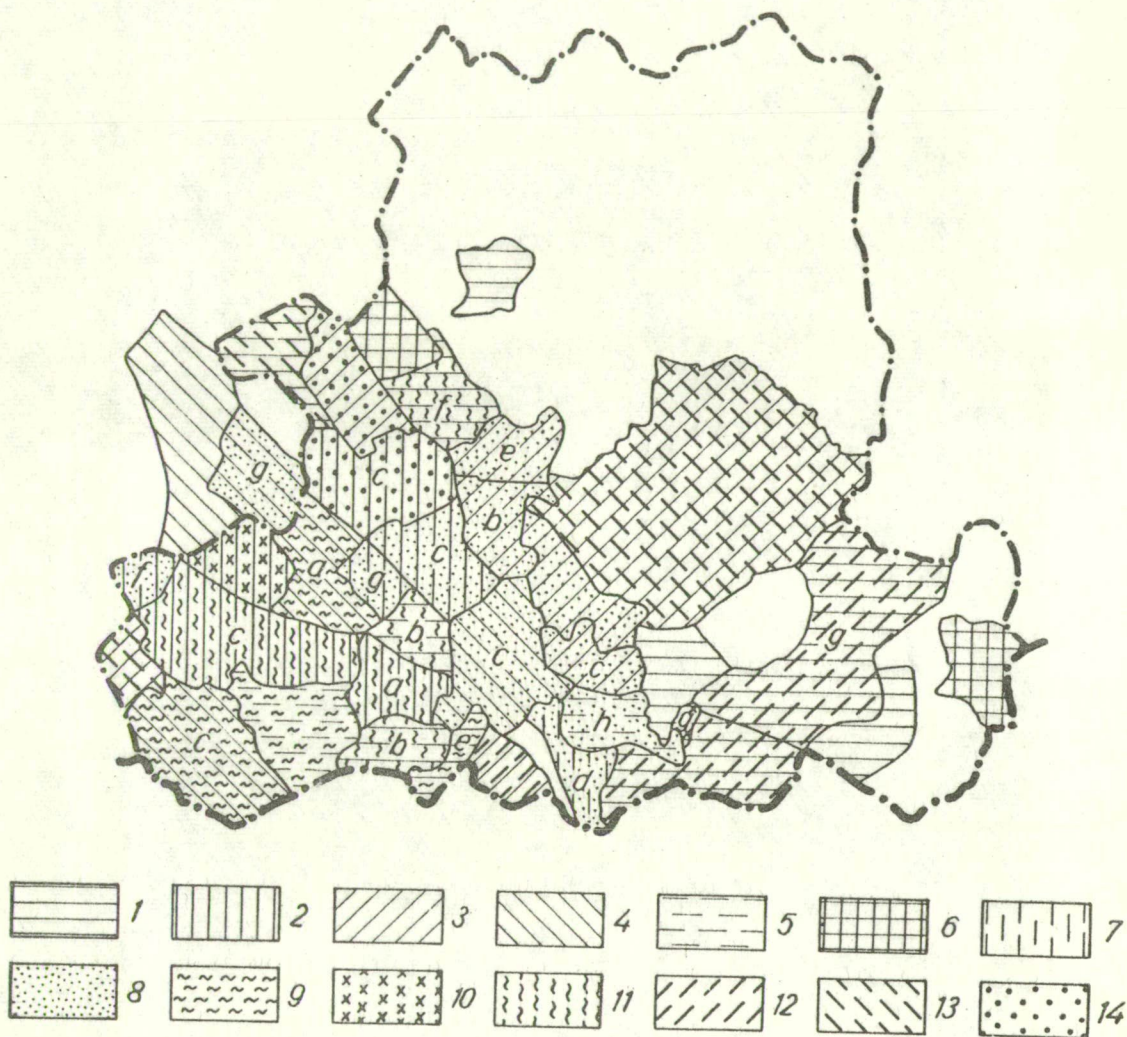


Fig. 1.

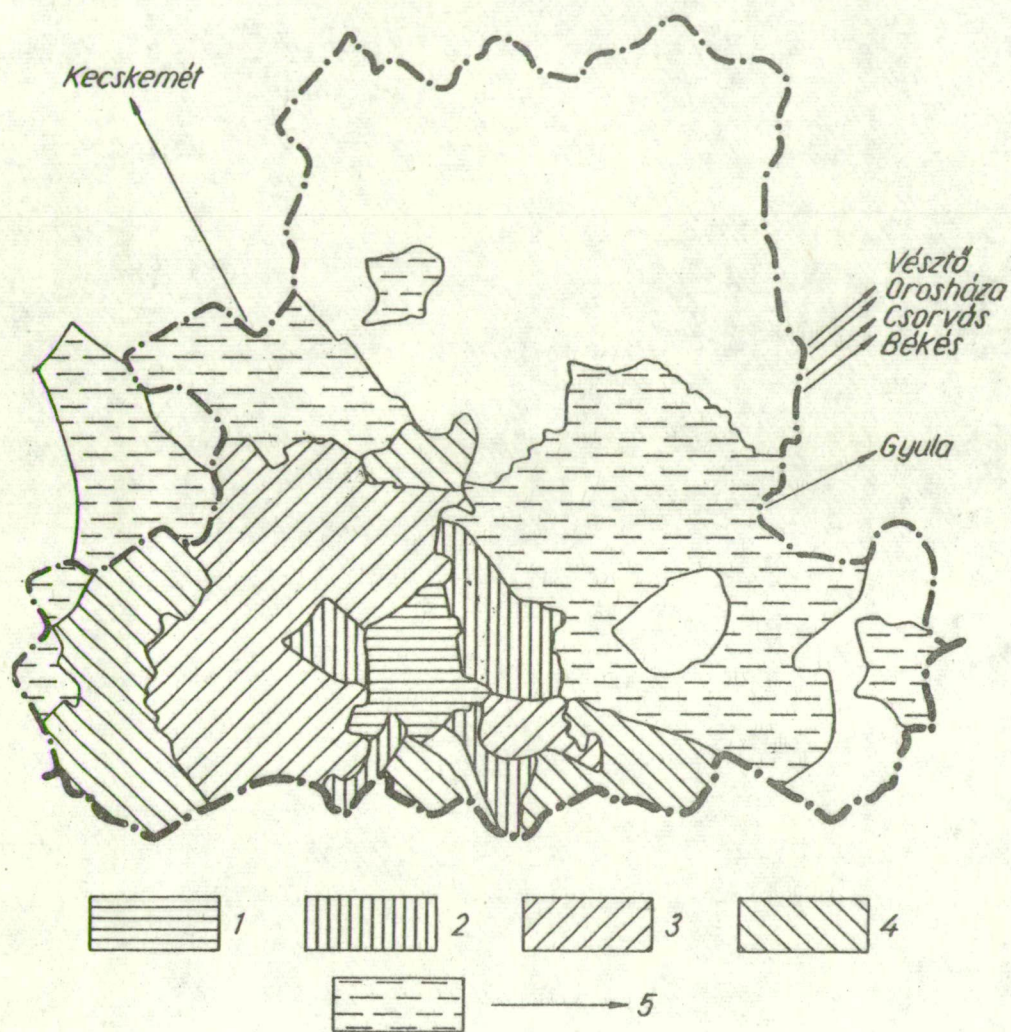


Fig. 2.

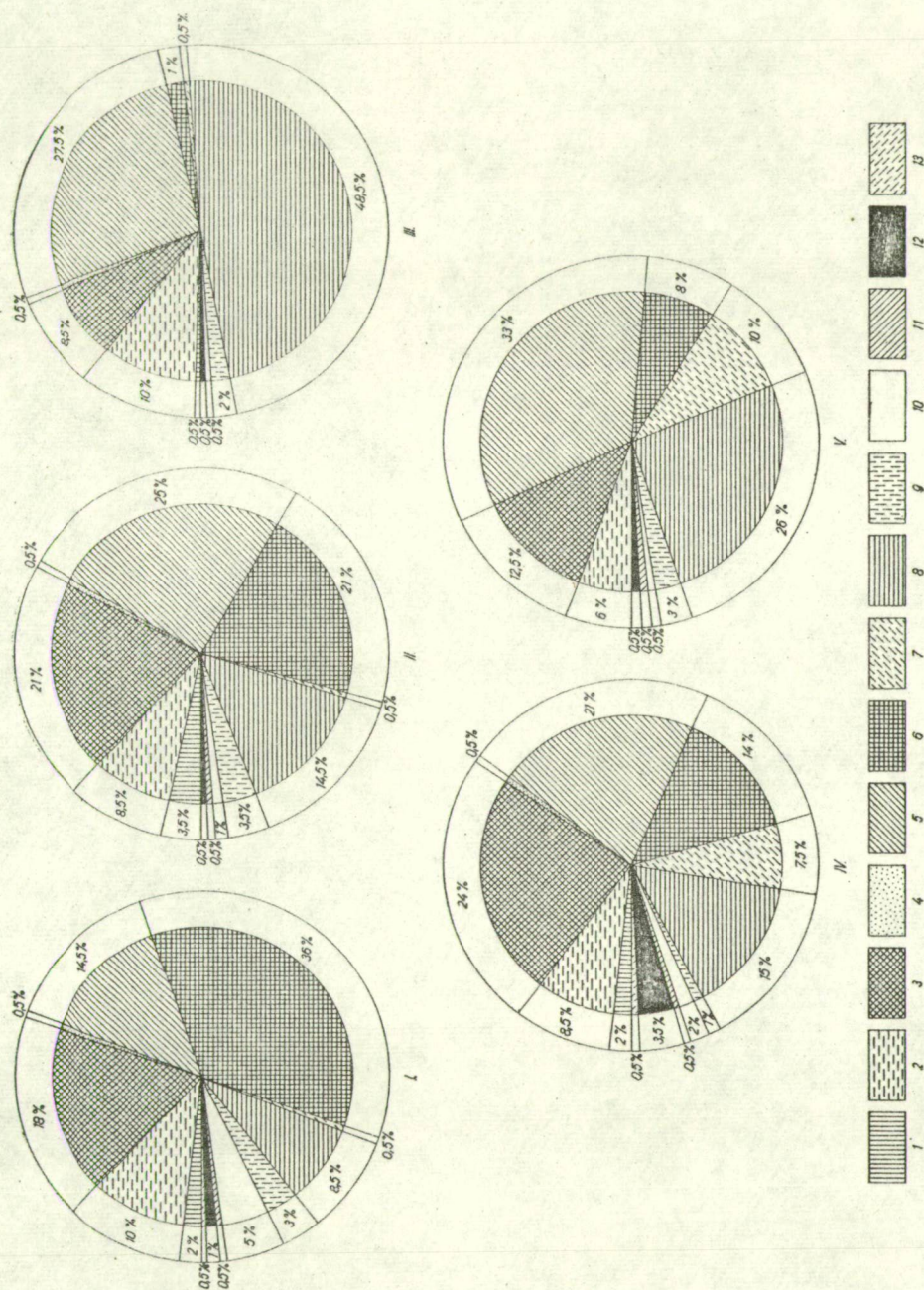


Fig. 4.

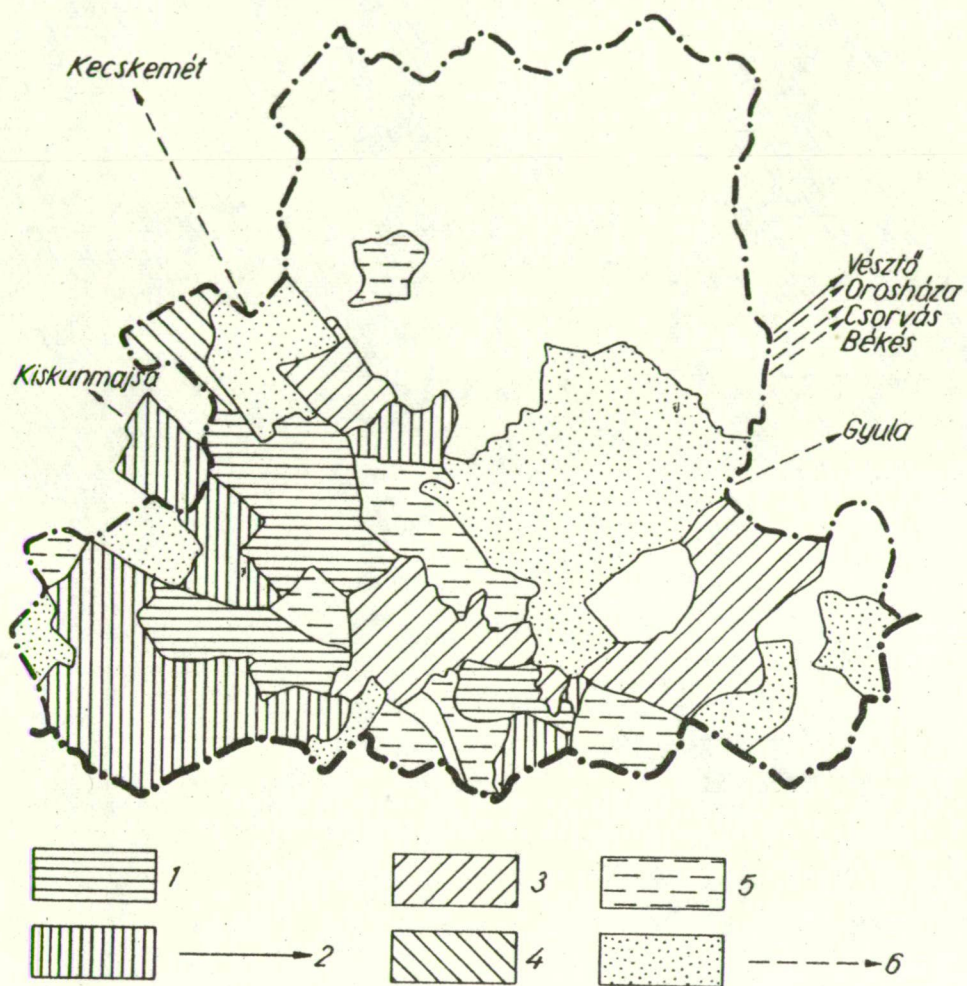


Fig. 5.

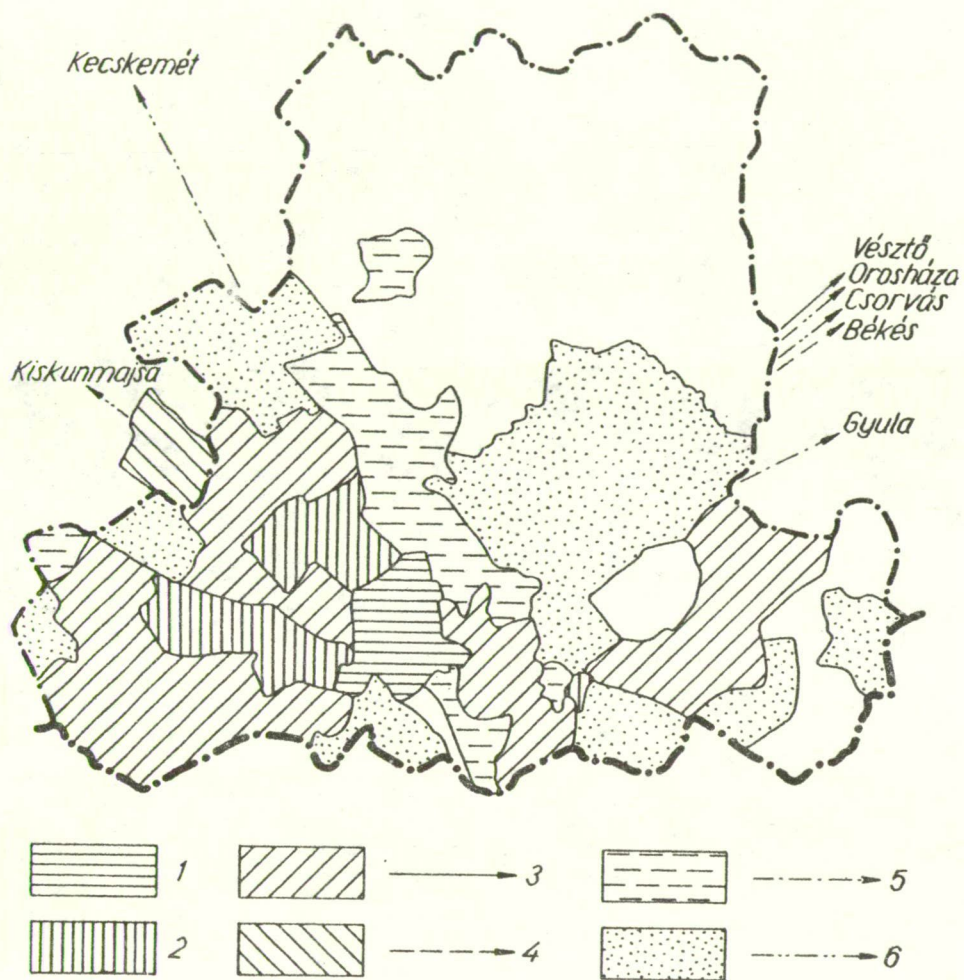


Fig. 6.